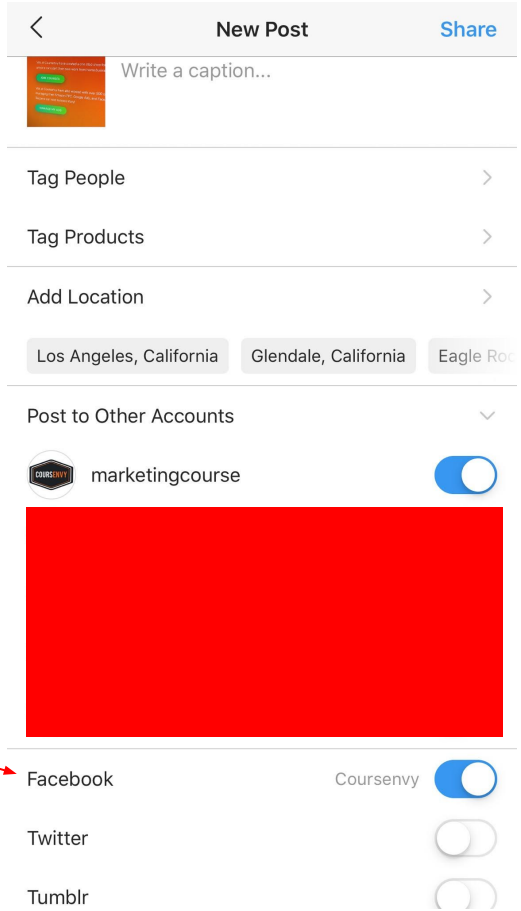
Why Instagram?

By now, you probably know that Instagram is a powerful platform for creating visual content for your business and has become the favorite SMM app of many users (over 1 billion monthly active users)!

- Instagram generates more engagement than any other social media platform!
- Instagram makes it easy to share visual content to your other marketing channels while posting (i.e. Facebook, Twitter, Tumblr)!



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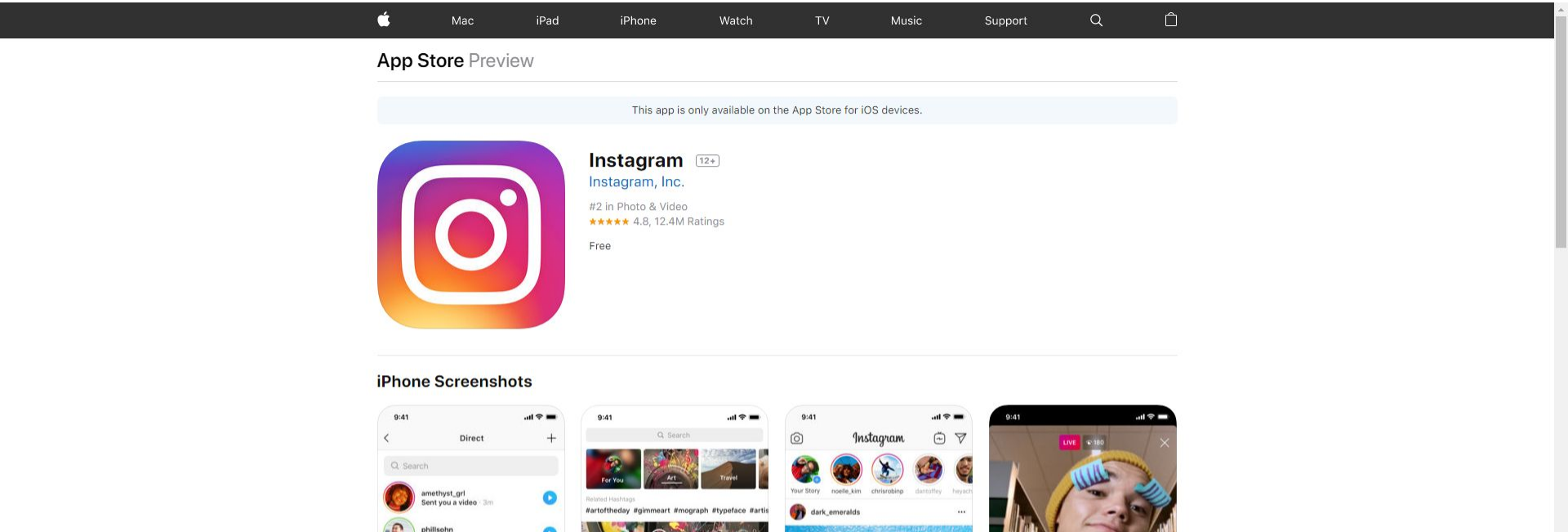
Getting Started with Instagram

- Install the Instagram app on your Android, Windows, or iOS smartphone.



Social Media Hack Proof Tip

Create 2 email addresses similar to your social media handle/username.

- The 1st is to register your social media account and NOT tell anyone about!
- The 2nd you are going to list in your social media account bio/about us for people to reach you at for advertising, partnership, or general questions.

NEVER use the email you use to register your social media account as your contact email as it increases your vulnerability to hackers seeking access to your public Instagram account!

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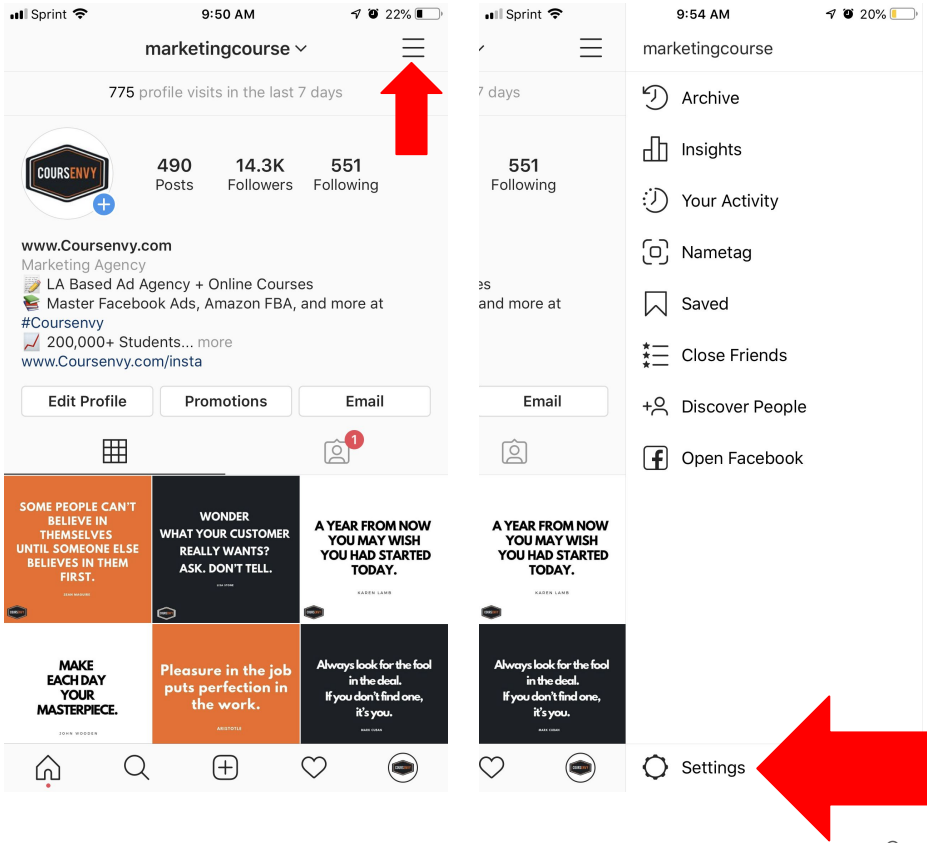
Go Public!

In order to get discovered on Instagram you will want to set your profile to PUBLIC.

- Navigate to your Profile page.
- Click the menu option in the top right corner.
- Select Settings.
- On the Settings Page select: ***Privacy → Account Privacy → Public***



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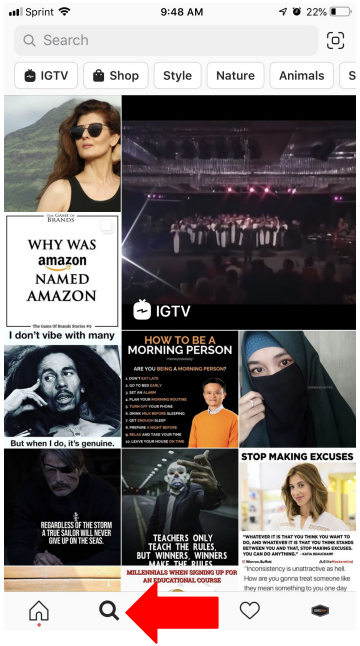
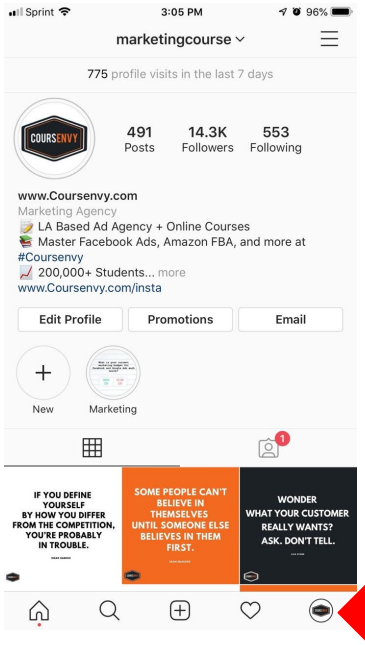
Navigating Instagram

HOME

SEARCH



PROFILE



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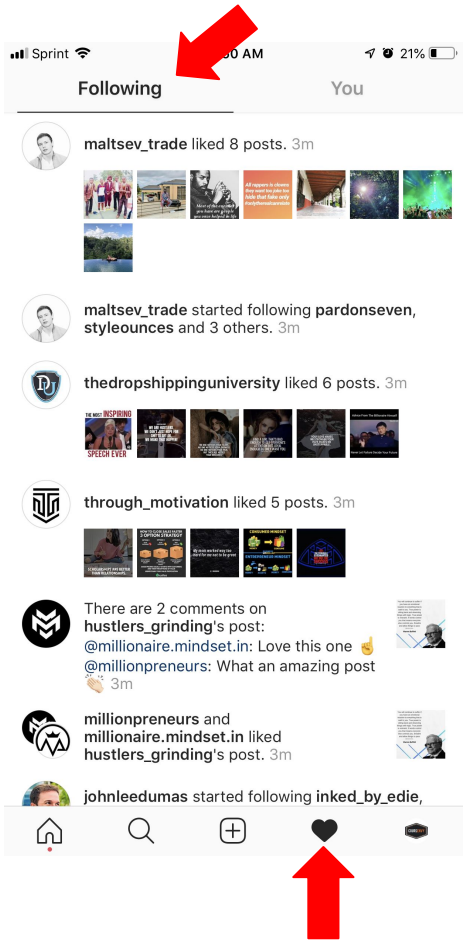
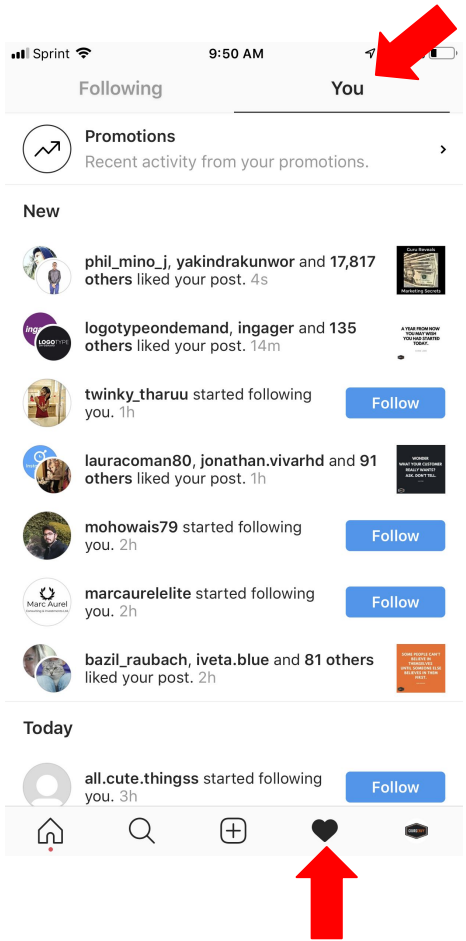
Instagram Activity

- On the Activity page, select the tab at the top that says "Following" to see the recent liking and commenting activity of users you follow (only if you follow under 1000 people).

- Use the “You” Activity page to see what users engaged with your content.


Sprint
21%
Following
You
maltsev_trade liked 8 posts. 3m
maltsev_trade started following pardonseven, styleounces and 3 others. 3m
thedropshippinguniversity liked 6 posts. 3m
through_motivation liked 5 posts. 3m
There are 2 comments on hustlers_grinding's post: @millionaire.mindset.in: Love this one @millionpreneurs: What an amazing post 3m
millionpreneurs and millionaire.mindset.in liked hustlers_grinding's post. 3m
johnleedumas started following inked_by_edie,



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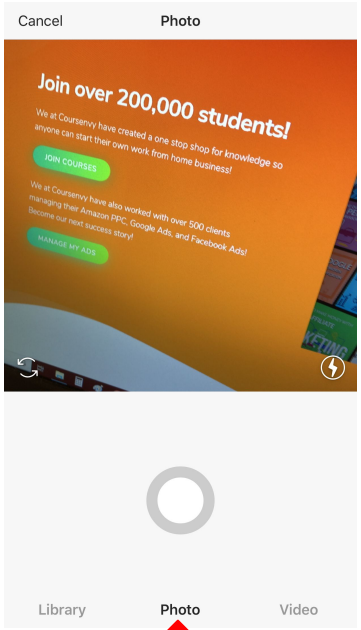
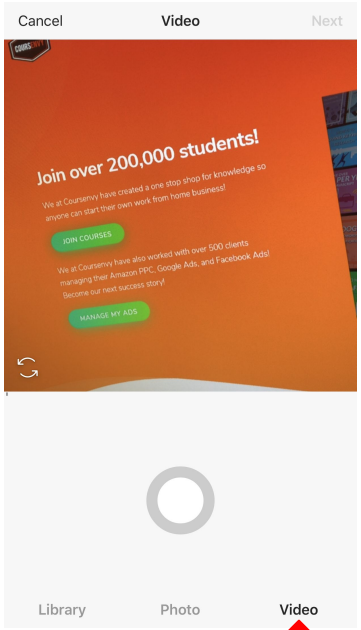
How to Add Instagram Content to Your Profile

ADD CONTENT

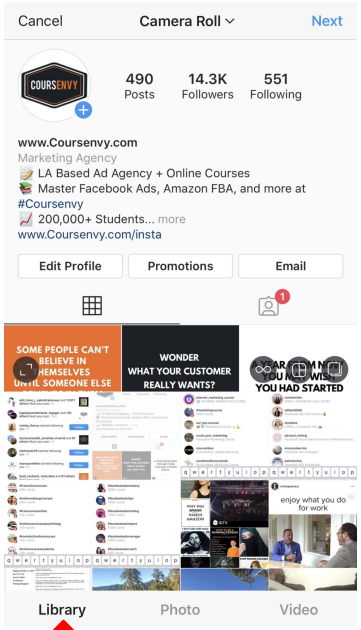
ADD PHOTO


Cancel
Photo
Join over 200,000 students!
We at Coursenvy have created a one stop shop for knowledge so anyone can start their own work from home business!
JOIN COURSES
We at Coursenvy have also worked with over 500 clients managing their Amazon PPC, Google Ads, and Facebook Ads!
Become our next success story!
MANAGE MY ADS
Library
Photo
Video

ADD VIDEO


Cancel
Video
Next
Join over 200,000 students!
We at Coursenvy have created a one stop shop for knowledge so anyone can start their own work from home business!
JOIN COURSES
We at Coursenvy have also worked with over 500 clients managing their Amazon PPC, Google Ads, and Facebook Ads!
Become our next success story!
MANAGE MY ADS
Library
Photo
Video

ADD LIBRARY CONTENT



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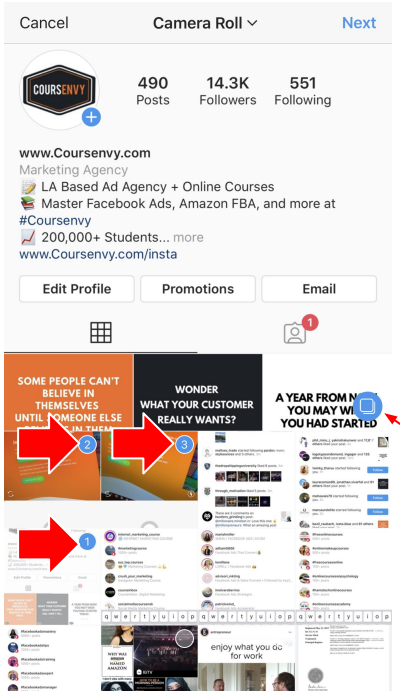
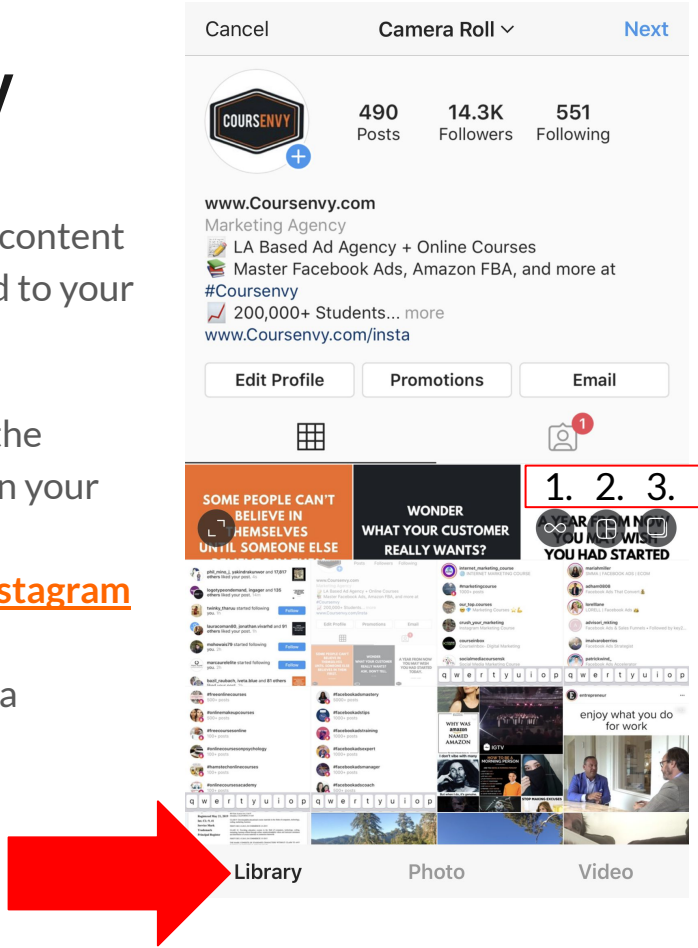
Instagram Content → Library



On the Library tab, you can upload content you have already created and saved to your phone, including:

1. Boomerangs (opens/installs the Instagram Boomerang app on your phone)
2. Layout (opens/installs the Instagram Layout app on your phone)
3. Multiple pieces of content in a Carousel Post



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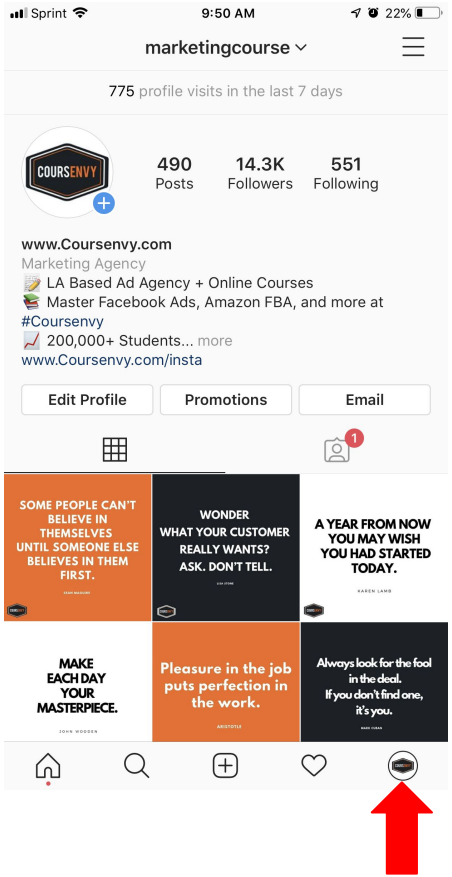
Instagram Handle (Username)

I advise getting the best username possible (typically your BRAND name for continuity across all SMM platforms e.e. @coursenvy)!

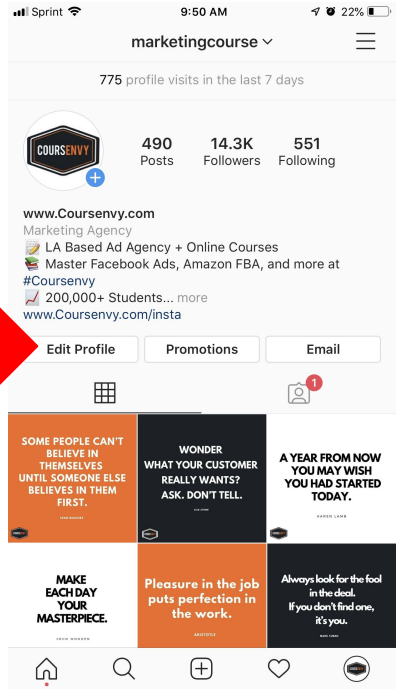
This includes using keywords and search terms relevant to your brand.

EXAMPLE:

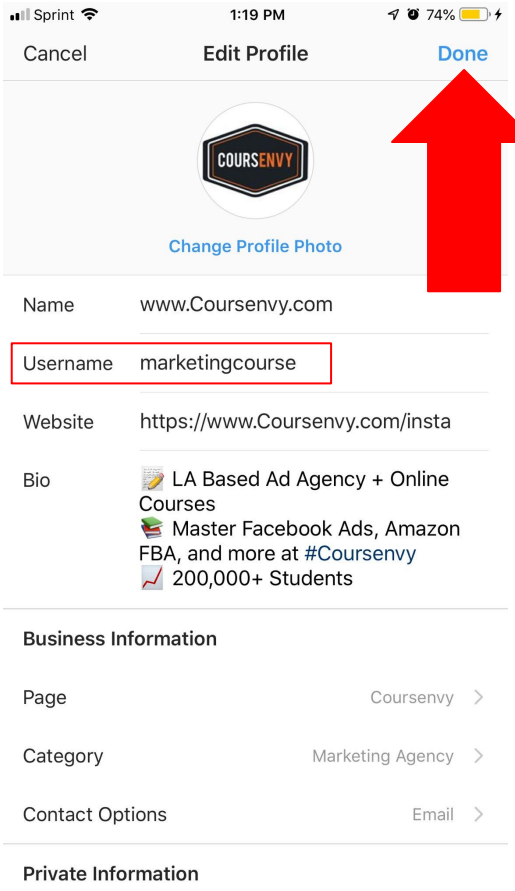
- OTD or Of The Day (@coffeeoftheday)
- Keywords (@marketingcourse)
- Brand (@coursenvy)


Sprint
9:50 AM
22%
marketingcourse
775 profile visits in the last 7 days
COURSENVY
490 Posts
14.3K Followers
551 Following
www.Coursenvy.com
Marketing Agency
LA Based Ad Agency + Online Courses
Master Facebook Ads, Amazon FBA, and more at #Coursenvy
200,000+ Students... more
www.Coursenvy.com/insta
Edit Profile
Promotions
Email
SOME PEOPLE CAN'T BELIEVE IN THEMSELVES UNTIL SOMEONE ELSE BELIEVES IN THEM FIRST.
WONDER WHAT YOUR CUSTOMER REALLY WANTS? ASK. DON'T TELL.
A YEAR FROM NOW YOU MAY WISH YOU HAD STARTED TODAY.
MAKE EACH DAY YOUR MASTERPIECE.
Pleasure in the job puts perfection in the work.
Always look for the fool in the deal. If you don't find one, it's you.

Instagram Handle (Username)


Sprint
9:50 AM
22%
marketingcourse
775 profile visits in the last 7 days
490
Posts
14.3K
Followers
551
Following
www.Coursenvy.com
Marketing Agency
LA Based Ad Agency + Online Courses
Master Facebook Ads, Amazon FBA, and more at #Coursenvy
200,000+ Students... more
www.Coursenvy.com/insta
Edit Profile
Promotions
Email
SOME PEOPLE CAN'T BELIEVE IN THEMSELVES UNTIL SOMEONE ELSE BELIEVES IN THEM FIRST.
WONDER WHAT YOUR CUSTOMER REALLY WANTS? ASK. DON'T TELL.
A YEAR FROM NOW YOU MAY WISH YOU HAD STARTED TODAY.
MAKE EACH DAY YOUR MASTERPIECE.
Pleasure in the job puts perfection in the work.
Always look for the fool in the deal. If you don't find one, it's you.

- To change your Instagram handle/username, click the “Edit Profile” button on your profile page (bottom right navigation tab).
- Type in your new username then tap **Done** (iPhone), **Save** (Android) or the **check mark** (Windows Phone) in the top right corner.



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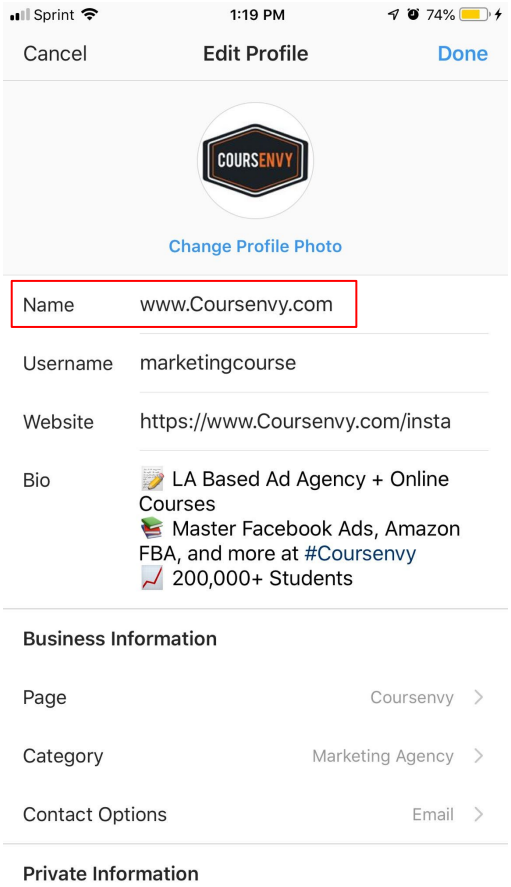
Instagram Name

Optimizing your Instagram profile is crucial for your brand success!

- Make your Instagram Name one of the following:
  - Brand name
  - Brand name + relevant keyword
  - Brand URL



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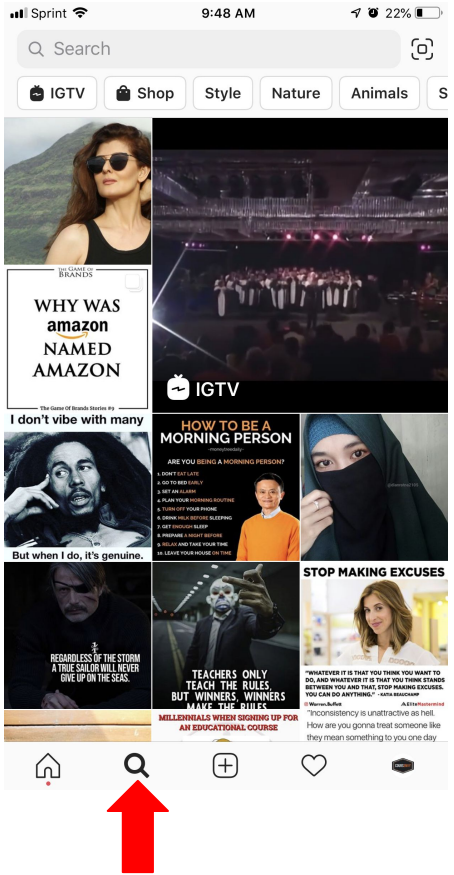
Instagram Name

- Click the SEARCH icon in the bottom navigation bar of your Instagram app.
- Type in various keywords to see other top searched Instagram accounts and #hashtags! Search for keywords relevant to your brand.
- See what keywords make up popular hashtags and which keywords are used in the names of other top search results.



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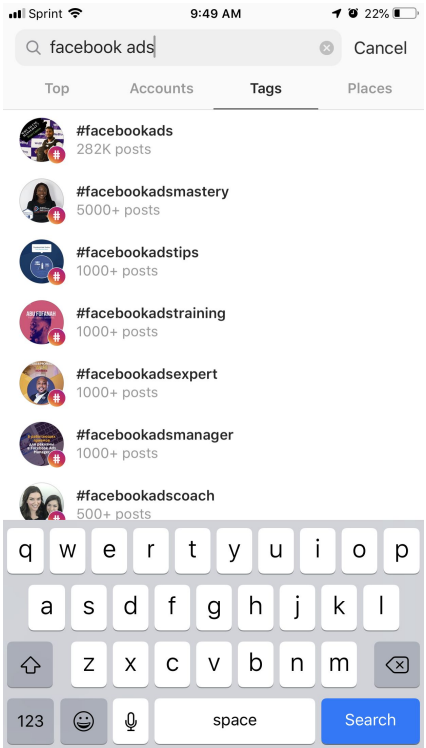
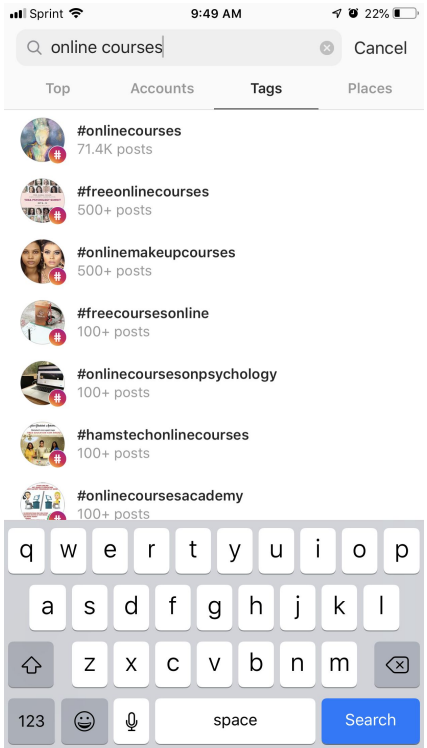
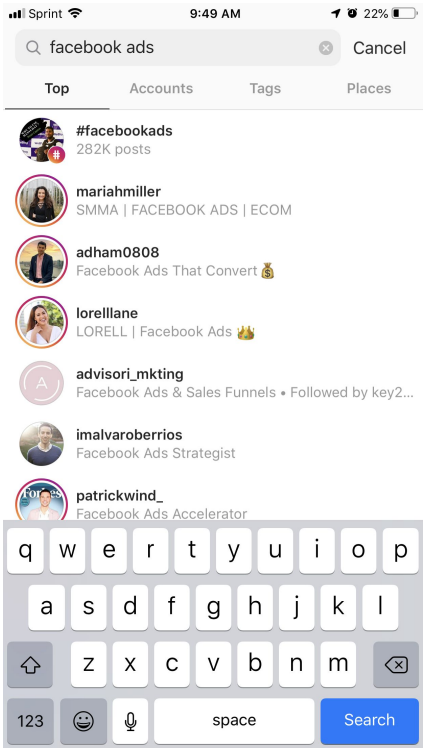
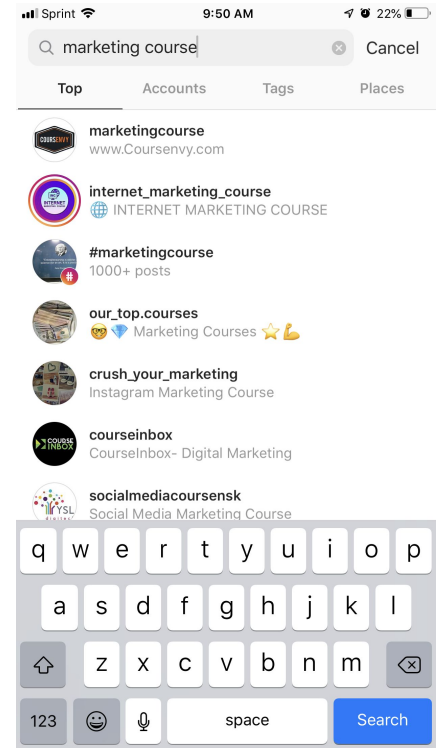
Instagram Name

See what keywords are currently ranking in Instagram search results. What keywords are other top followed accounts using in their Name and Bio? Make note of relevant keywords you want to include in yours.









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Instagram Name Testing

I ended up choosing the name "www.Coursenvy.com" as I know we have a big enough brand name that we have search volume for our brand name keyword "Coursenvy".

If you are just starting out and seeking organic traffic until you have your brand name awareness built up, I suggest testing Instagram Names for a week at a time to see if your traffic and followers increase organically with the varying names you test.

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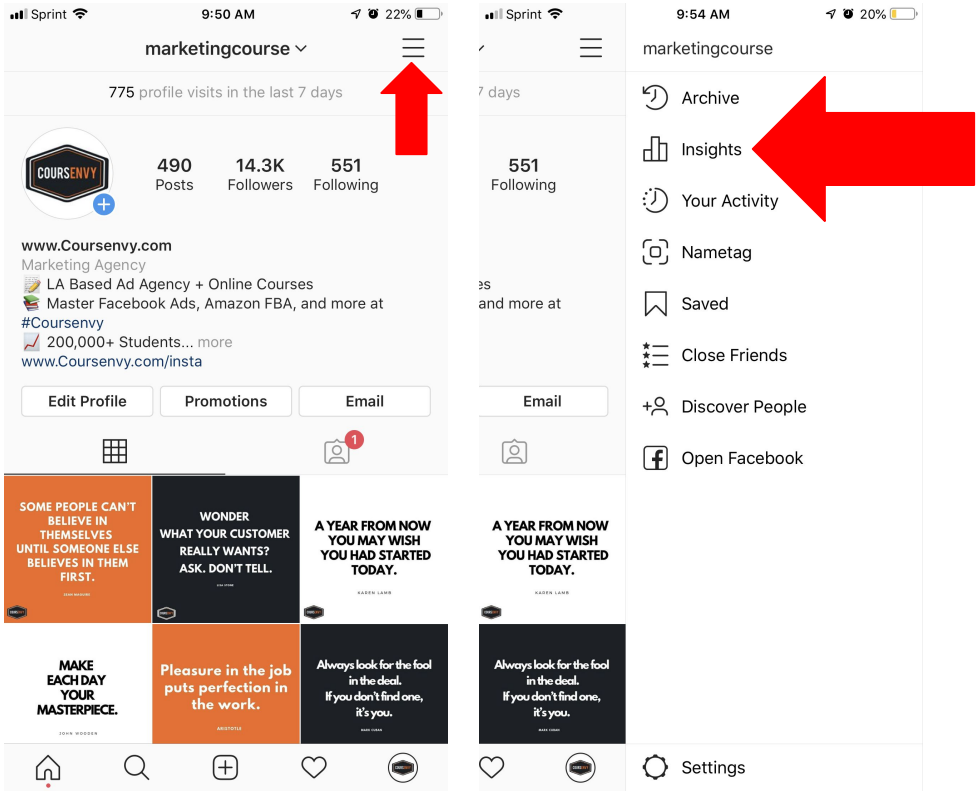
Instagram Insights

- Navigate to your Profile page
- Click the menu option in the top right corner.
- View your Instagram Insights for analytics data.



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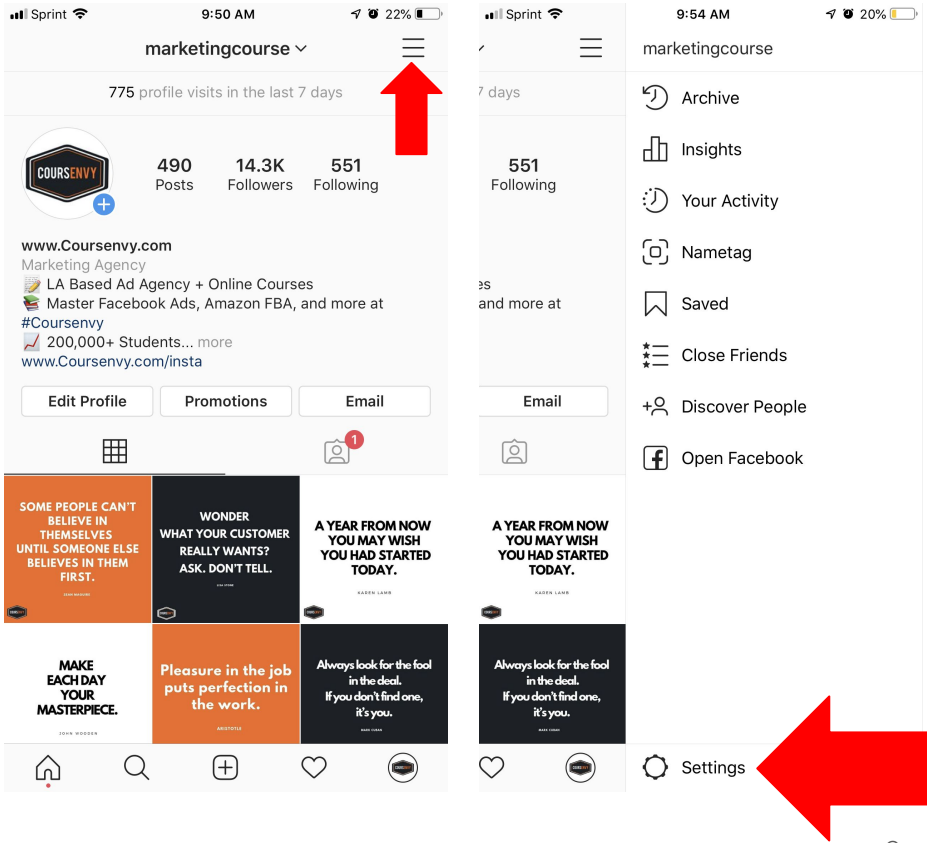
Instagram Insights

- You will need a Professional Business Instagram account to view your Insights.
- To convert your Instagram account to a Professional Business account:
  - Click Settings → Account → **Switch to Professional Account**



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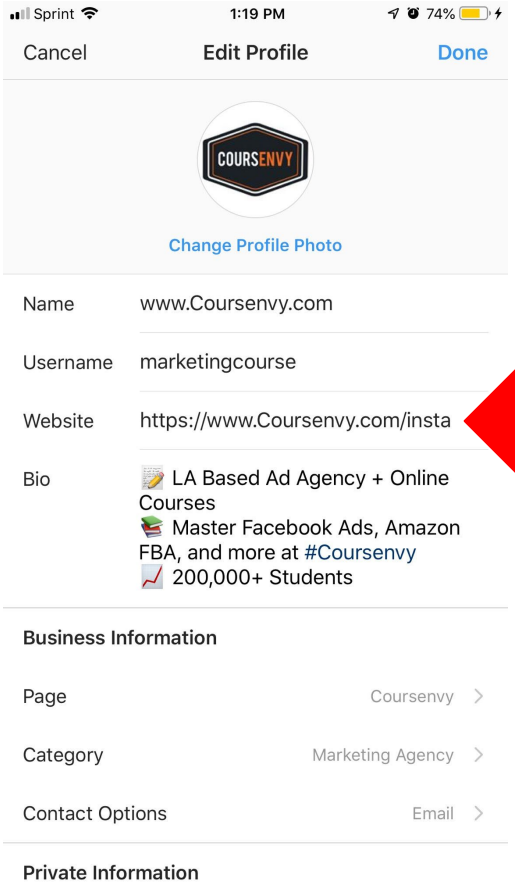
Instagram Website

Fill out your Instagram website EVEN if you don't have a website!

- To start, I will use a "**Bitly**" link to redirect customers to an affiliate link for an Amazon product! Or even a direct link to a coupon code for your product/service on a third party site.
- **Bitly.com** is a URL Shortener Service and Link Management Platform. Plus Bitly can change a LONG website URL to something as short as: *bit.ly/CoursenvyIG*
- Your unique Bitly URL will track how many clicks you are actually getting via your Instagram profile.



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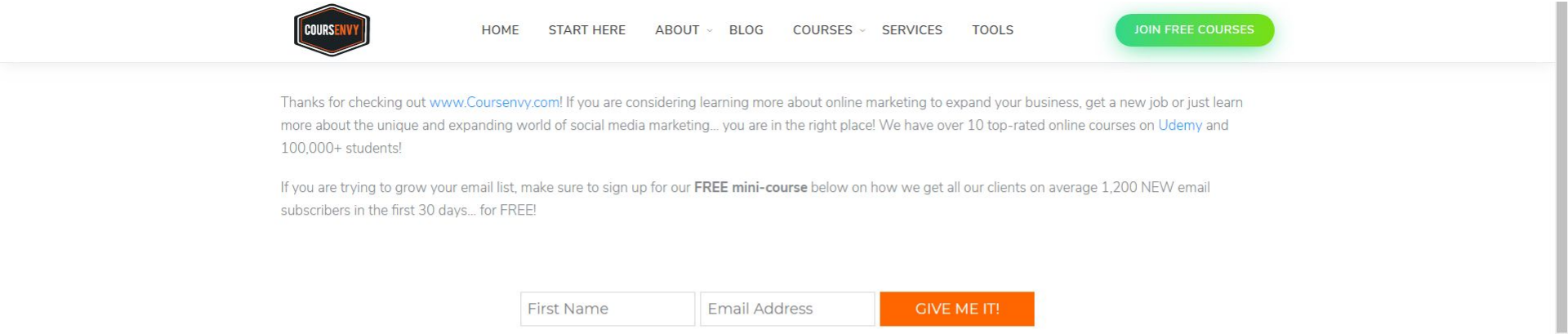
Instagram Website

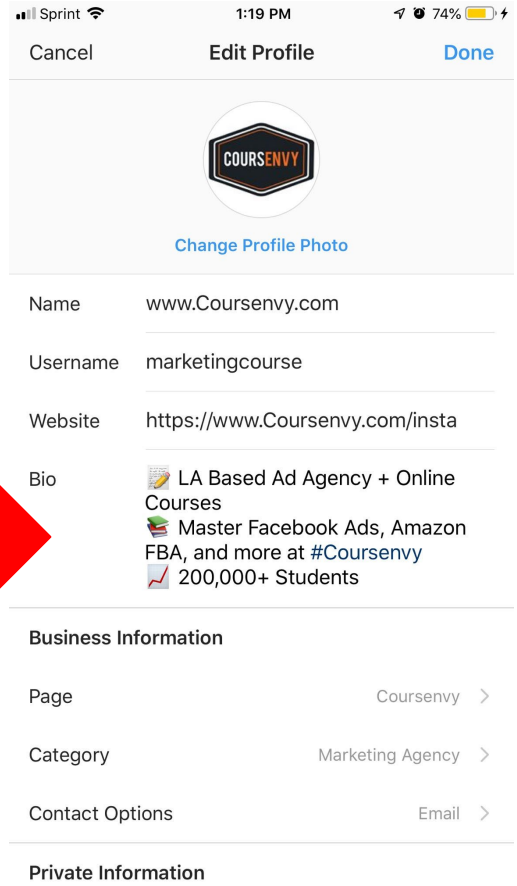
- If you do have a website, use a URL for your Instagram business profile that is unique and not just your home domain, e.g. coursenvy.com
- We use **https://www.coursenvy.com/insta** to direct our Instagram users to a lead capture page relevant to our followers and provide something of value in exchange for their email address! You want to always be growing your audiences (Facebook Pixel, email lists, etc) for future retargeting ads.


COURSENVY
HOME
START HERE
ABOUT
BLOG
COURSES
SERVICES
TOOLS
JOIN FREE COURSES
Thanks for checking out www.Coursenvy.com! If you are considering learning more about online marketing to expand your business, get a new job or just learn more about the unique and expanding world of social media marketing... you are in the right place! We have over 10 top-rated online courses on Udemy and 100,000+ students!
If you are trying to grow your email list, make sure to sign up for our FREE mini-course below on how we get all our clients on average 1,200 NEW email subscribers in the first 30 days... for FREE!
First Name
Email Address
GIVE ME IT!

Instagram Bio

Your bio can only be 150 characters SO MAKE EVERY WORD COUNT! Let the user know who you are and why they should care!

- Include 2-3 highly searched phrases and keywords, and then one CLICKABLE hashtag to grow your brand awareness!
  EXAMPLE: *Online Courses, Facebook Ads, #Coursenvy*
- Use EMOJI's to separate each sentence as a bullet point… eyes are naturally drawn to them!
- Include a value proposition and call to action in your bio that will make potential customers click your Instagram website link!



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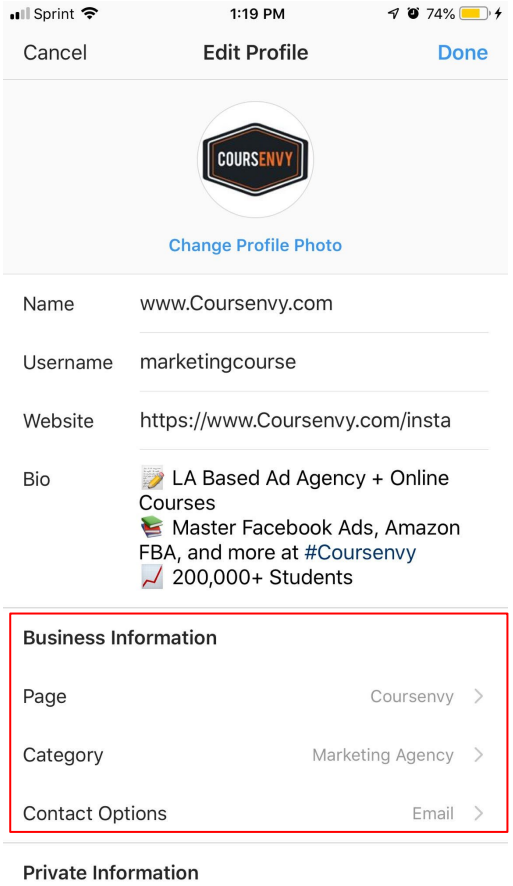
Instagram Business Information

Completely fill out your Instagram Business Information, including:

- Facebook Page
- Business Category
- Contact Option (if your business has a phone number, you can also add this CALL action button along with the EMAIL button on your profile)



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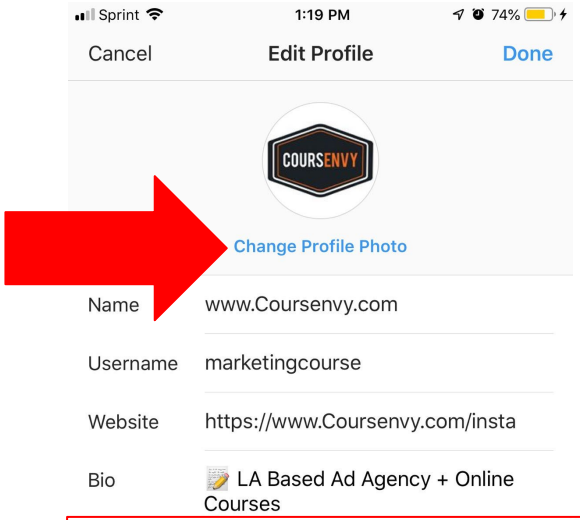
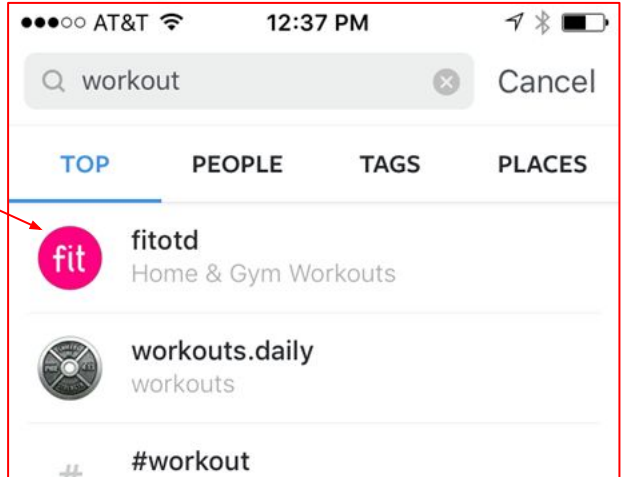
Instagram Profile Photo

Your Instagram profile image is another item you can change weekly to test what works best for attracting new followers. My rules of thumb are as follows:

- Upload a 180x180 pixel photo to maintain a high quality image for both mobile and web viewing.
- I like to build brand/logo awareness for my clients so I simply use the logo I use on ALL their SMM accounts for the profile photo.
- If you don't have a set logo yet, test a **BRIGHT** color for the background and include a short word, brand name or #hashtag in the center of the image.
- A high-quality product shot also works well for testing here.





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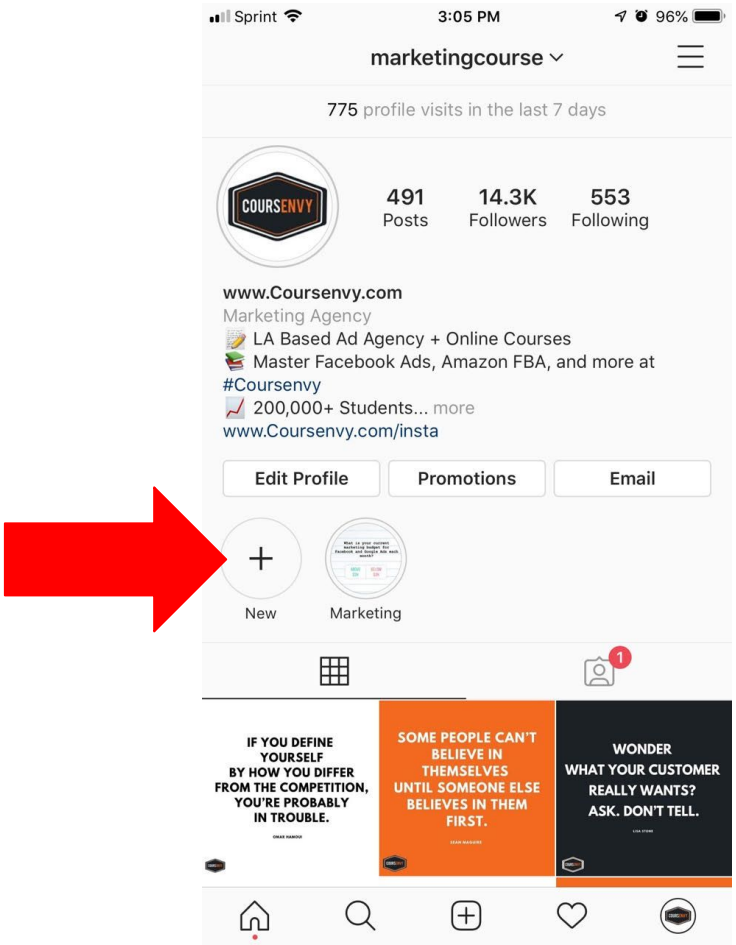
Instagram Highlights

Instagram Stories are a crucial part of your Instagram marketing strategy (we will discuss Instagram Stories in depth in a later lecture).

While Instagram Stories only last in your Instagram Story for 24 hours, **Instagram Story Highlights** enable you to feature the Instagram Stories you want on your profile page, giving the Instagram Stories of your choice a longer lasting presence on your profile!



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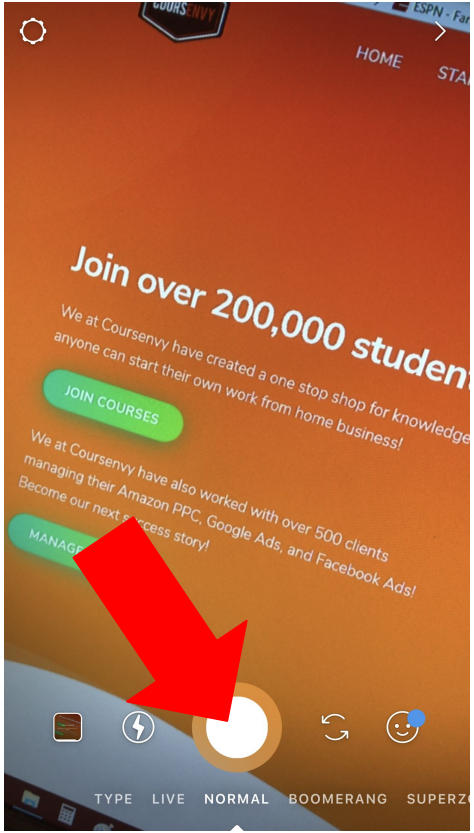
Instagram Highlights

- First, tap the camera in the top left corner of your Instagram home screen to create an Instagram Story.
- Next, create an Instagram Story.


HOME
Join over 200,000 studen
We at Coursenvy have created a one stop shop for knowledge
anyone can start their own work from home business!
JOIN COURSES
We at Coursenvy have also worked with over 500 clients
managing their Amazon PPC, Google Ads, and Facebook Ads!
TYPE
LIVE
NORMAL
BOOMERANG

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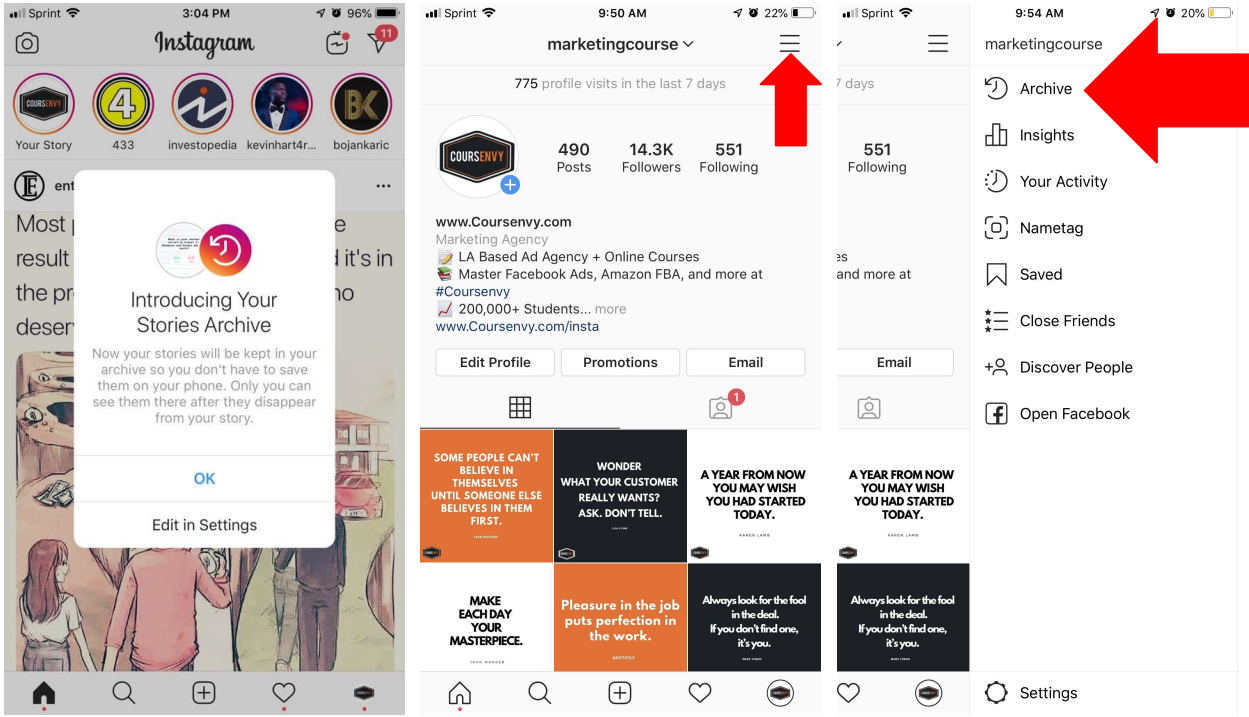
Instagram Highlights

When you create your first story, you will be notified about how your Instagram Stories are saved in your **Archive**.

Access your Archive via your Profile → Menu → Archive


Sprint 3:04 PM 96%
Instagram
Your Story
433
investopedia
kevinhart4r...
bojankaric
Introducing Your Stories Archive
Now your stories will be kept in your archive so you don't have to save them on your phone. Only you can see them there after they disappear from your story.
OK
Edit in Settings
Sprint 9:50 AM 22%
marketingcourse
775 profile visits in the last 7 days
490 Posts
14.3K Followers
551 Following
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Marketing Agency
LA Based Ad Agency + Online Courses
Master Facebook Ads, Amazon FBA, and more at #Coursenvy
200,000+ Students... more
www.Coursenvy.com/insta
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Promotions
Email
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WONDER WHAT YOUR CUSTOMER REALLY WANTS? ASK. DON'T TELL.
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Sprint 9:54 AM 20%
marketingcourse
Archive
Insights
Your Activity
Nametag
Saved
Close Friends
Discover People
Open Facebook
Settings

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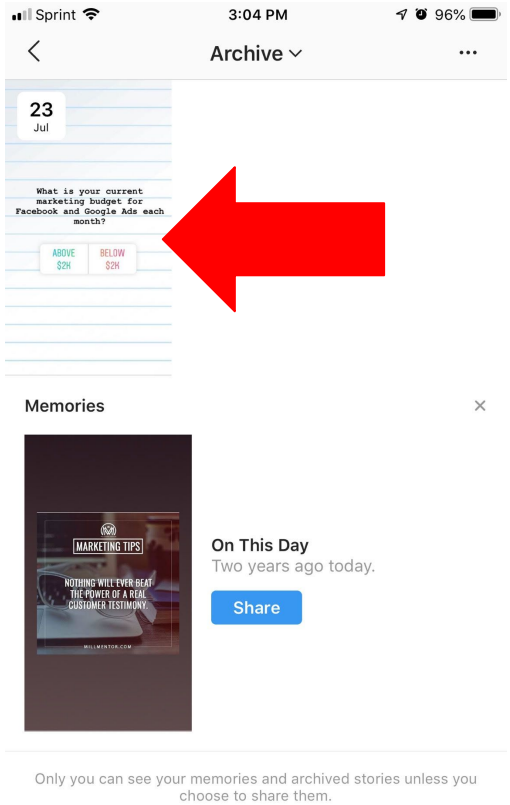
Instagram Highlights

- In your Archive, select an Instagram Story you want to add to your Instagram Highlights.



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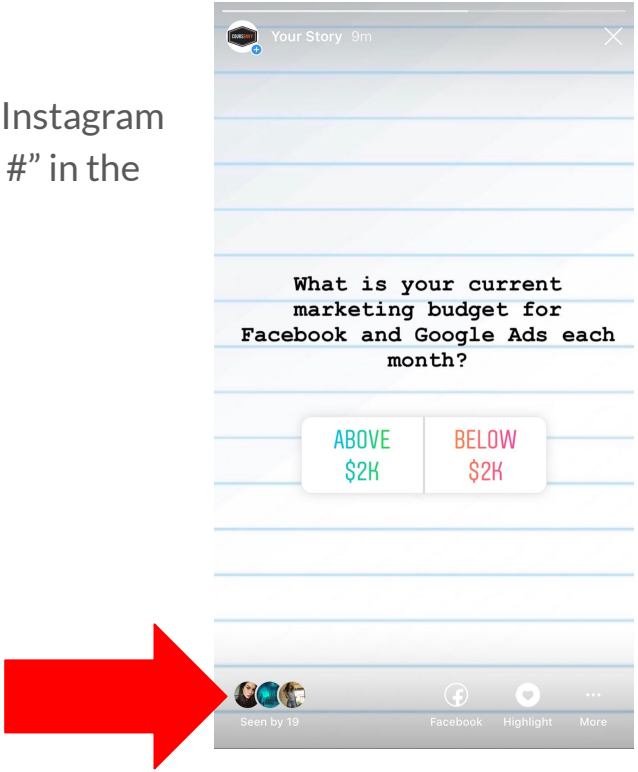
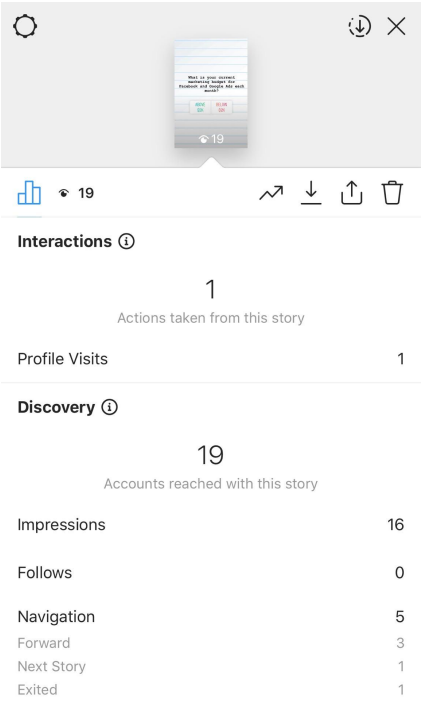
Instagram Story Analytics

- To view the analytics for your Instagram Stories, just click the “Seen by #” in the bottom left corner.





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Instagram Highlights

- To add this Instagram Story to your profile's Instagram Highlights, click the **Highlight** option.

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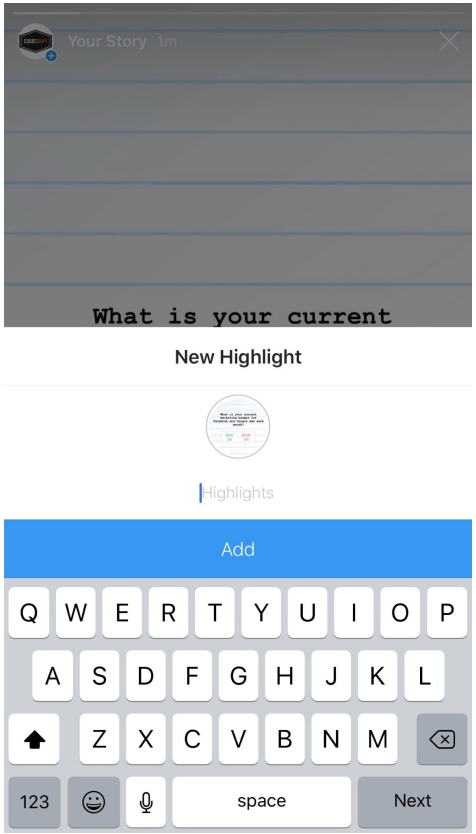
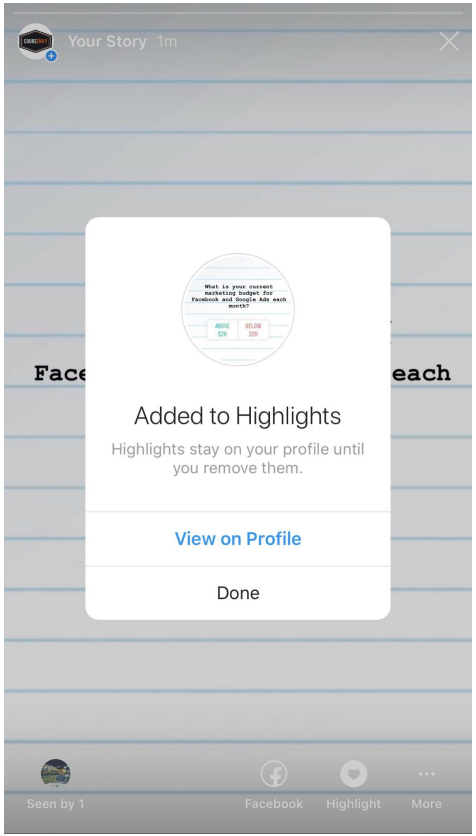
Instagram Highlights

- Name your Instagram Highlight.
- Click Add.





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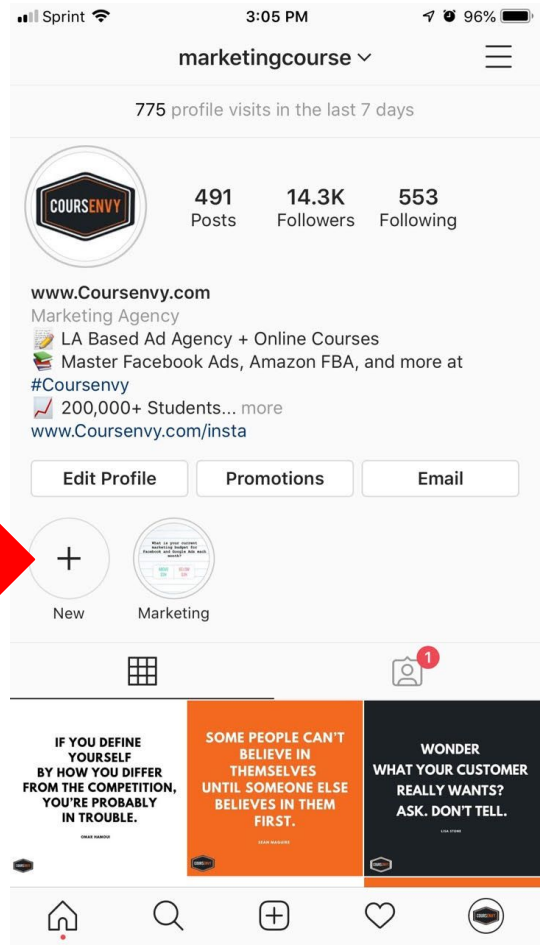
Instagram Highlights

Now you can add to and edit your current Instagram Highlights or create new ones!

You can use these Highlights in many ways. Including:

- A permanent place for commercials or videos you want users to be able to easily find (think of this like a YouTube channel only for Instagram Stories).
- Categorized videos, such as products, tutorials, services, events, etc.
- Behind-the-scenes videos
- News



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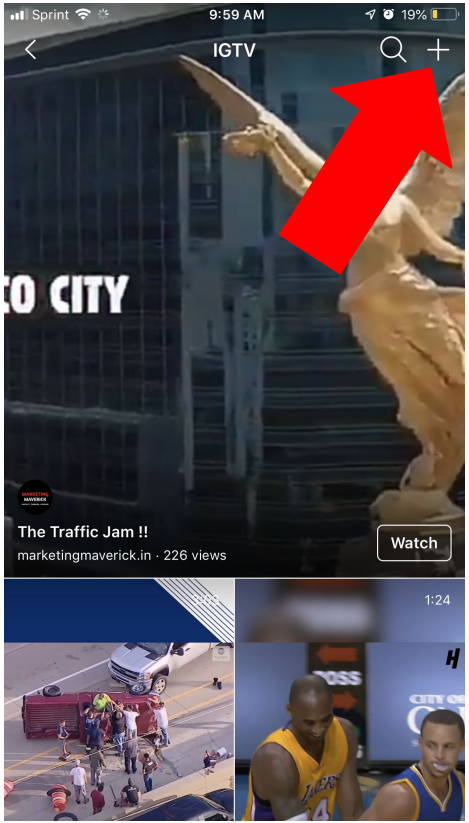
IGTV

IGTV = Instagram TV

- This is basically an Explore page for users' video content over 60 seconds long.
- IGTV is perfect for distributing long form video content you already produced for YouTube.



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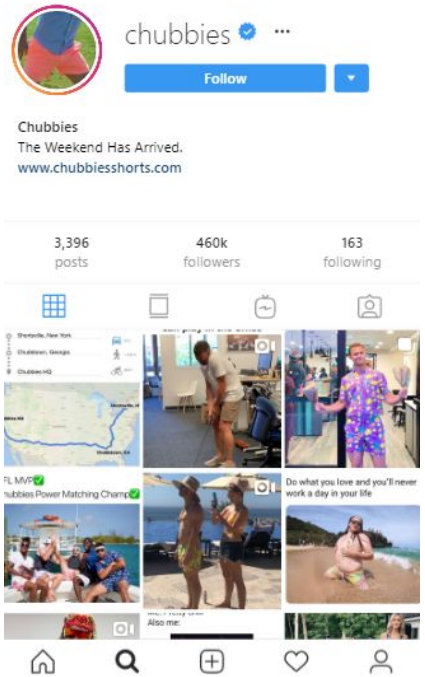
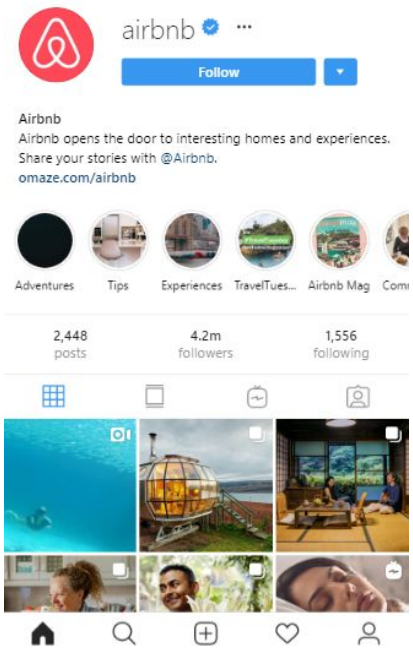
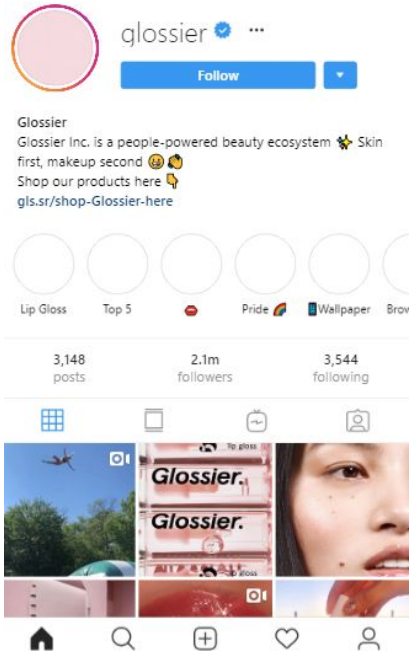
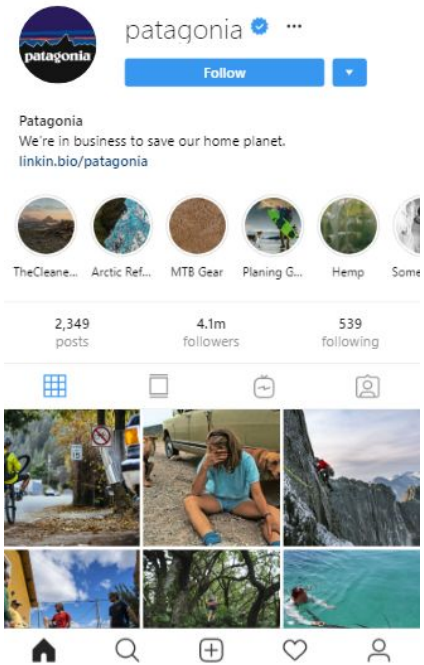
Awesome Instagrams to Check Out!









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Instagram Hacks

Instagram Hacks, Tips, and Features:
https://blog.hubspot.com/marketing/instagram-features-tricks

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